Contract Agreement Between:

CONTRACT

WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

And:

Strategic Media Services, Inc
3299 K Street NW
Washington, DC 20007

Field	Value
Contract / Revision	589224 /
Alt Order #	07917366
Product	API TARGET 2012
Contract Dates	11/12/12 - 11/18/12
Estimate #	//3299
Advertiser	American Petroleum Institute
Original Date / Revision	11/09/12 / 11/09/12
Billing Cycle	EOM/EOC
Billing Calendar	Broadcast
Cash/Trade	Cash
Station	WTKR
Account Executive	Jamie Andrus
Sales Office	Washington, D.(
Special Handling	
Demographic	Adults 35+
IDB#	8201
Advertiser Code	
Product Code	
Agency Ref	
Advertiser Ref	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals Spots	Totals Amount
N 1	3	11/12/12	11/18/12	Newschannel 3 News	6-7am		:30			NM	2	$670.00
Week:		11/12/12	11/18/12	Weekdays: -1-1---	Spots/Week: 2				Rate: $335.00			
N 2	3	11/12/12	11/18/12	CBS This Morning	7-9a		:30			NM	2	$480.00
Week:		11/12/12	11/18/12	Weekdays: -1-1---	Spots/Week: 2				Rate: $240.00			
N 3	3	11/12/12	11/18/12	Price Is Right	11am-12n		:30			NM	3	$1,425.00
Week:		11/12/12	11/18/12	Weekdays: -1-11--	Spots/Week: 3				Rate: $475.00			
N 4	3	11/13/12	11/13/12	Newschannel 3 News	12n-1230pm		:30			NM	1	$380.00
Week:		11/12/12	11/18/12	Weekdays: -T-----	Spots/Week: 1				Rate: $380.00			
N 5	3	11/15/12	11/15/12	Newschannel 3 News	5-530pm		:30			NM	1	$380.00
Week:		11/12/12	11/18/12	Weekdays: ---T---	Spots/Week: 1				Rate: $380.00			
N 6	3	11/12/12	11/18/12	Newschannel 3 News	530-6pm		:30			NM	2	$860.00
Week:		11/12/12	11/18/12	Weekdays: --1-1--	Spots/Week: 2				Rate: $430.00			
N 7	3	11/12/12	11/18/12	Newschannel 3 News	6-630pm		:30			NM	3	$1,575.00
Week:		11/12/12	11/18/12	Weekdays: -1-11--	Spots/Week: 3				Rate: $525.00			
N 8	3	11/12/12	11/18/12	Late News (M-F)	11-1135p		:30			NM	2	$1,520.00
Week:		11/12/12	11/18/12	Weekdays: -11----	Spots/Week: 2				Rate: $760.00			
N 9	3	11/18/12	11/18/12	Face the Nation	1030-11am		:30			NM	1	$665.00
Week:		11/12/12	11/18/12	Weekdays: ------S	Spots/Week: 1				Rate: $665.00			
Totals											17	$7,955.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 -11/18/12	17	$7,955.00	$6,761.75
Totals	17	$7,955.00	$6,761.75

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.

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Advertiser	Original Date / Revision
American Petroleum Insti	11/09/12 / 11/09/12

Signature: ______________________________ **Date:** ____________________

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